RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Joe:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	3
Ult Light 100	12300-25185	3
Lt Box 100	12300-25189	3
FF Box 100	12300-25188	3

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**March 23, 1998**
Ship Date to Retail:	**Week of: April 6, 1998**
SKU CUBE :	**0.4670**
SKU WT (w/o Product):	**1.0600 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$757.65**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$58.80 (4.2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

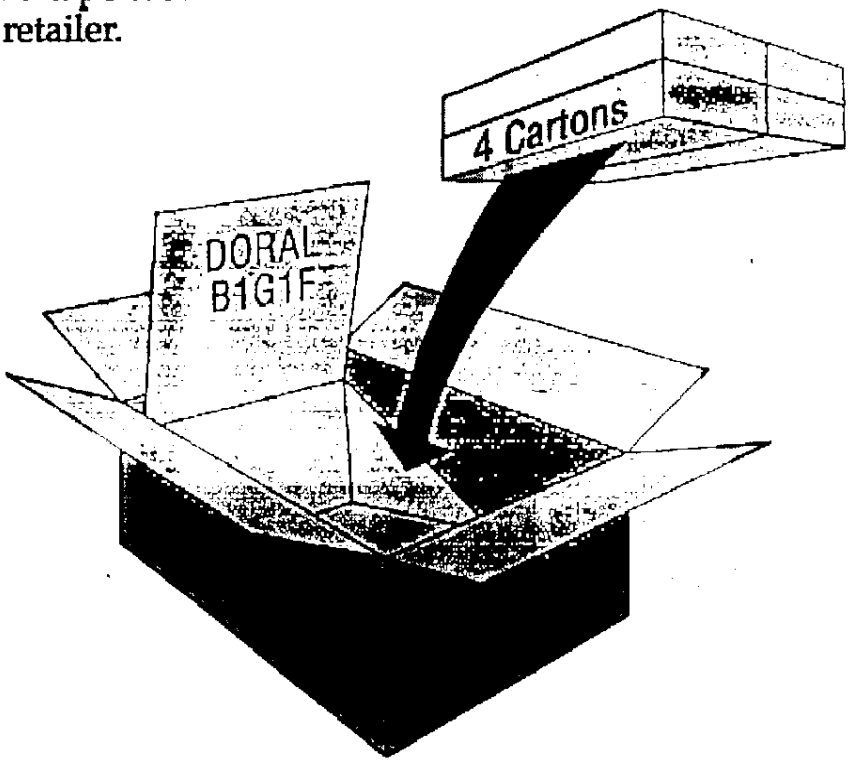
VALUE ADDED PROMOTIONS 2ND QTR.'98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

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Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

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DORAL

A Deal Buy 1-Get 1 Promotion!

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	4		3459-0000	05967	(315)593-7844
162210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1				(914)647-4999
162210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
162302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		3459-0000		(518)668-5386
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
162303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	3		0353-0100		(518)372-8880
162303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	1				(518)393-2546
162303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
162303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	2				(518)374-4615
162304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
162304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	3				(518)783-5580
162304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	1				(518)489-7400
162304	162321	597833	X-MART	22 CENTRAL AVENUE	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503
162304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1				(518)783-1143
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1				(518)238-0253
162304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PARK	NY	12065	2				(518)383-6806
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	3				(518)235-6397
162304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PARK	NY	12065	1				(518)371-3967
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	1				(518)785-1981
162304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SPA	NY	12020	1		3459-0000		(518)882-9633
162304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	2				(518)273-9781
162304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1				(518)785-6499
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)233-7393
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	1				(518)449-7577
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	1				(518)233-1310
162304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	3				(518)274-1135
162305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518)465-3384
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	2			31021	(518)433-0749
162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401	1			57281	(914)336-8150
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4865
162305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W	WEST COXSACKIE	NY	12192	3				(518)731-1020
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	2			12666	(518)678-9279
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1				(518)446-0404
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3148-0000		(518)465-2864
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	2				(518)465-6353
162305	162322	767813	UPTOWN NEWS	136 N ALLEN ST	ALBANY	NY	12206	1			27951	(518)438-5955
162305	162322	769976	ONE DOLLAR DEALS	900 CENTRAL AVE	ALBANY	NY	12206	1			23846	(518)458-9398
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	3				(518)424-6786
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	1				(518)622-9958
162305	162322	301615	DUNBROOK LTD MOBIL	442 MADISON AVE	ALBANY	NY	12208	3				(518)434-6263
162305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518)477-1048
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1				(518)766-2164
162306	162325	746203	GREENBUSH DISCOUNT	PETER G. ENZIEN E	TROY	NY	12180	1			04390	(518)283-2230
162306	162326	767196	NIVERVILLE DELI	LAKE STREET	NIVERVILLE	NY	12130	1				(518)784-2215
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			15438	(518)283-0454
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	3			25544	(518)286-2706
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	1			17515	(518)272-9753
162306	162325	634336	BRUNSWICK BEVERAGE	668 HOOSICK STREE	TROY	NY	12180	1			17897	(518)274-1100
162306	162325	637167	J&J RETAIL INC.	DBA $1.00 DEALS	RENSSELAER	NY	12144	3				(518)479-0324
162306	162325	565313	TROY DISCOUNT BEVER	330 2ND ST	TROY	NY	12180	1				(518)274-2256
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	1				(914)758-2493
162306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1		3459-0000		(518)477-4002
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1				(518)272-8586
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-9835
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-7444
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	1				(914)229-5633

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